

[22 February, 2001]

RAJYA SABHA

**Expert committee on marketing of agricultural produce**

113. SHRI SOLIPETA RAMACHANDRA REDDY: Will the Minister of AGRICULTURE be pleased to state:

(a) whether the Central Government have set up a Committee of experts to look into the issues relating to marketing of agricultural produce;

(b) if so, the details of the issues to be considered by the committee;

(c) the names of the members of the expert Committee; and

(d) by when the Committee is expected to submit its report to Government?

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI SHRIPAD YESSO NAIK): (a) Yes, Sir.

(b) The terms of reference of the Expert Committee on strengthening and developing of Agricultural Marketing are as under:

- (i) To review the present system of Agricultural Marketing in the country in the context of increasing agricultural production and liberalization of international trade;
- (ii) To examine the organizational set-up and functioning of the different State Agricultural Produce Marketing Boards and Agricultural Produce Market Committees and to recommend measures to make them more effective instruments for providing better infrastructure and services to the farmers, traders and consumers;
- (iii) To make recommendations for promoting pledge financing, direct marketing and alternative marketing systems;
- (iv) To study the requirements of additional investments in infrastructure, supply chain management from farm to the consumer and other facilities for the marketing system for the next ten years and to make recommendations for encouraging public, private and cooperative sectors to make such investments;

- (v) To examine the requirements of market intelligence for the farmers, exporters, traders and consumers and to make recommendations in this regard;
  - (vi) To examine the requirements of Market Extension, Research and training for the Agricultural Marketing system and to make recommendations in this regard;
  - (vii) To recommend measures for effectively utilising Information Technology tools with special reference to E-commerce, E-Business, etc. for the development of modern marketing system;
  - (viii) To make recommendations on any other issue which is relevant to the development and modernization of Agricultural Marketing System.
- (c) The details of the Members of the Expert Committee on Strengthening and Developing of Agricultural Marketing are given in Statement (*See* below).
- (d) The Expert Committee has been asked to submit its report within six months from date of its constitution which is 19.12.2000.

### Statement

#### *Composition of Expert Committee on Strengthening and Developing of Agricultural Marketing*

- (i) Shri Shankarlal Guru, —Chairman  
Chairman,  
International Society for Agricultural  
Marketing, 'Matry Ashish' Nr. Naranpura  
Rly. Crossing, B/h Dena Bank  
Usmanpura, Ahmedabad—380013.
- (ii) Prof. S. S. Acharya, Director —Member  
Institute of Development Studies,  
8-B, Jhalana Institutional Area,  
Jaipur—302004.

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| (iii)  | Dr. B. D. Pawar,<br>Ex-Additional Commissioner and Special<br>Registrar Cooperative Societies,<br>Government of Maharashtra, Central<br>Building, Pune—411001.   | —Member |
| (iv)   | Shri G. Ramachandran,<br>Business Economics and Risk Management,<br>2B, Chola, 27 Eighth Street,<br>Gopalapouram, Chennai-600086.  | —Member |
| (v)    | Shri D. Rajagopalan, Chairman,<br>Agricultural and Processed Food Products<br>Export Development Authority (APEDA),<br>3rd Floor, NCUI Building,<br>3, Siri Institutional Area, August Kranti Marg,<br>New Delhi-110016. | —Member |
| (vi)   | A representative of the Reserve Bank<br>of India, Central Office, Shreehd Bhagat<br>Singh Road, Mumbai—400001.   | —Member |
| (vii)  | Principal Secretary/Secretary in charge<br>of Agricultural Marketing,<br>Government of Andhra Pradesh,<br>Secretariat, Hyderabad.  | —Member |
| (viii) | Principal Secretary/Secretary in charge<br>of Agricultural Marketing,<br>Government of Madhya Pradesh,<br>Secretariat, Bhopal.   | —Member |
| (ix)   | Principal Secretary/Secretary incharge of<br>Agricultural Marketing,<br>Government of Assam,<br>Secretariat, Dispur, Guwahati.   | —Member |

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| (x) Principal Secretary incharge of<br>Agricultural Marketing,<br>Government of Karnataka,<br>Secretariat, Bangalore.  | —Member              |
| (xi) Shri Amitabh Verma,<br>Secretary, Cooperation,<br>Government of Bihar, Secretariat, Patna.  | —Member              |
| (xii) Shri D.S. Bains, Managing Director,<br>Punjab Mark Fed, Mark Fed House,<br>Sector 35-B, Chandigarh-160022.   | —Member              |
| (xiii) Shri R. V. Deshmukh,<br>Managing Director, Maharashtra, State<br>Agricultural Marketing Board (MSAMB),<br>Pune-411037.                                    | —Member              |
| (xiv) Shri Satish Chander,<br>Joint Secretary (Agricultural Marketing),<br>Department of Agriculture & Cooperation.  | —Member              |
| (xv) Shri T. R. Verma, Director General<br>National Institute of Agricultural Marketing,<br>Kota Road, Bambala (Near Sangner),<br>Jaipur-303906.                 | —Member              |
| (xvi) Shri Priyadarshi Thakur,<br>Managing Director,<br>National Agricultural Cooperative<br>Marketing Federation of India Limited<br>(NAFED), New Delhi-110014. | —Member              |
| (xvii) Shri M. K. Mandal, Agricultural Marketing<br>Adviser,<br>Directorate of Marketing & Inspection,<br>Nirman Bhawan, New Delhi.                              | —Member<br>Secretary |